

**KDNL TV/ABC 30 ST. LOUIS**  
**CAMPAIGN PURCHASE REQUEST FORM**

Date Avail Request Made: 8/9

Advertiser Making Request: McClaskill

Political Party or  
Nature of Advertising Message: Democrat - US Senator

Flight Dates: 8/13-8/19

Was the advertiser's message accepted by KDNL: Yes

If air time was purchased, what rates were charged? (See Attached)



KDNL  
1215 Cole St  
St Louis, MO 63106

Media Strategies & Research-Fairfax  
11350 Random Hills Rd  
Ste 670  
Fairfax, VA 22030

# Contract # 1353079

**Schedule Dates** 08/13/12-08/19/12  
**Advertiser** McCaskill for Senate (22920)  
**Agency** Media Strategies & Research-Fairfax (2221)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** MCCASKILL FOR SENATE (447689)  
**Salesperson** HOUSE-ST LOUIS, KDNL (1716)  
**Sales Office** KDNL  
**Buyer Name** BEALE, RACHAEL  
**Phone/Fax** /  
**CPE** 11597  
**Account Types** Local/Political Candidate Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments**

**Date Entered** 08/09/12  
**Last Modified** 08/09/12  
**Entered By** Rita Schmidgall  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$900.00  
**Net Total** \$5,100.00  
**Sales Tax**

**St Louis (KDNL)**  
By Broadcast Month  
Aug. 2012  
Grand Total:  
**Spots** 10  
**Rate** \$6,000.00  
\$6,000.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	08/13/12-08/16/12	2	1:00	7A- ABC-Good Morning America	1				1				2	\$80.00	\$160.00	St Louis (KDNL)		8/9/12
2.0	Normal Line / SPOT	08/15/12-08/15/12	3	1:00	9:58A- ABC-The View			1						1	\$700.00	\$700.00	St Louis (KDNL)		8/9/12
3.0	Normal Line / Prime	08/14/12-08/14/12	3	1:00	9P- ABC-NY Med (Tuesday)			1						1	\$1,400.00	\$1,400.00	St Louis (KDNL)		8/9/12
4.0	Normal Line / Prime	08/17/12-08/17/12	3	1:00	8P- ABC-20/20 (Friday)					1				1	\$1,200.00	\$1,200.00	St Louis (KDNL)		8/9/12
5.0	Normal Line / Prime	08/19/12-08/19/12	3	1:00	8P- ABC-Extreme Makeover Weightloss Edition (Sunday)							1		1	\$1,300.00	\$1,300.00	St Louis (KDNL)		8/9/12
6.0	Normal Line / SPOT	08/14/12-08/17/12	2	1:00	7A- ABC-Good Morning America			1	1	1	1			3	\$80.00	\$240.00	St Louis (KDNL)		8/9/12
7.0	Normal Line / Prime	08/18/12-08/18/12	3	1:00	7P- ABC-Saturday Movie Of The Week							1		1	\$1,000.00	\$1,000.00	St Louis (KDNL)		8/9/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



# Station Order Revised 60s McCaskill for Senate 2012

**Market:** St. Louis

**Estimate ID**

**Flight Dates:** Friday, August 10, 2012 to Sunday, August 19, 2012

**11597**

**Contact:** Andrea Schaffer/Rita Schmidgall

**Phone:** 314-436-3030

**Email:** Aschaffe@KDNL.sbgnet.com

**Fax:** 314-259-5502

**Direct:** 314-259-6505

*Revised*

## KDNL-TV

1353079

Program Name	DP	Days Length	Gross Rate	Fri Aug 10	Sat Aug 11	Sun Aug 12	Mon Aug 13	Tue Aug 14	Wed Aug 15	Thu Aug 16	Fri Aug 17	Sat Aug 18	Sun Aug 19	Total
Good Morn America 7:00 AM 9:00 AM	EM	M-F 60	\$80.00 <b>\$400.00</b>				1	1	1	1	1			5
The View 10:00 AM 11:00 AM	DT	M-F 60	\$700.00 <b>\$700.00</b>						1					1
NY Med 9:00 PM 10:00 PM	PT	Tu 60	\$1,400.00 <b>\$1,400.00</b>					1						1
20/20 8:00 PM 10:00 PM	PT	F 60	\$1,200.00 <b>\$1,200.00</b>								1			1
ABC Saturday Movie 7:00 PM 9:00 PM 8/18: The Devil Wears Prada	PT	Sa 60	\$1,000.00 <b>\$1,000.00</b>									1		1
Extreme Makeover 8:00 PM 10:00 PM	PT	Su 60	\$1,300.00 <b>\$1,300.00</b>										1	1
<b>Station Gross Totals</b>			<b>\$6,000.00</b>				1	2	2	1	2	1	1	10

Rachael Beale

**Media Strategies and Research**

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030

rachael@mediastrategies.com

Date/Time Sent: 8/9/2012 3:42:19 PM

KDNL-TV

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Station Order 60s  
McCaskill for Senate 2012

Market: St. Louis  
Flight Dates: Friday, August 10, 2012 to Sunday, August 19, 2012

1196  
447689  
1716

Estimate ID  
11597

Contact: Andrea Schaffer/Rita Schmidgall

Email: Aschaffe@KDNL.sbgnet.com

Phone: 314-436-3030

Fax: 314-259-5502

Direct: 314-259-6505



KDNL-TV

1353079

Program Name	DP	Days Length	Gross Rate	Fri Aug 10	Sat Aug 11	Sun Aug 12	Mon Aug 13	Tue Aug 14	Wed Aug 15	Thu Aug 16	Fri Aug 17	Sat Aug 18	Sun Aug 19	Total
Good Morn America	EM	M-F 2	\$80.00				1			1				2
7:00 AM 9:00 AM			\$160.00											
The View	DT	M-F 3	\$700.00						1					1
10:00 AM 11:00 AM			\$700.00											
NY Med	PT	Tu 3	\$1,400.00					1						1
9:00 PM 10:00 PM			\$1,400.00											
20/20	PT	F 3	\$1,200.00								1			1
8:00 PM 10:00 PM			\$1,200.00											
ABC Saturday Movie	PT	Sa	\$500.00									1		1
7:00 PM 9:00 PM			\$500.00											
8/18: The Devil Wears Prada														
Extreme Makeover	PT	Su 3	\$1,300.00										1	1
8:00 PM 10:00 PM			\$1,300.00											
Station Gross Totals			\$5,260.00				1	1	1	1	1	1	1	7

4760

Rachael Beale

Media Strategies and Research

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030

rachael@mediastrategies.com

Date/Time Sent: 8/9/2012 11:50:26 AM

KDNL-TV

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## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

**FEDERAL CANDIDATE****STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> KDNL-TV St. Louis	<b>Date:</b> 7/27/2012
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I, Media Strategies and Research,  
 being on behalf of: Claire McCaskill, a legally  
 qualified candidate of the Democratic political  
 party for the office of: U.S. Senate  
 in the Primary  
 election to be held on Tuesday, August 07, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation, or Package	Days	Class	Times per Week	Number of Weeks
<b>SEE ATTACHED SCHEDULE</b>  The attached order should be regarded as a formal request for Equal Opportunities. We request that all rules regarding rates and access as defined by the Equal Opportunities clause in Section 315 of the Communications Act be enforced.					

Date of First Broadcast:	Date of Last Broadcast:
Wednesday, August 01, 2012	Tuesday, August 07, 2012

**Total Gross Charges: \$1,150.00**


**Media Strategies and Research**

 1580 Lincoln Street, Suite 510  
 Denver, Colorado 80203  
 (303) 989-4700

 11350 Random Hills Road, Suite 670  
 Fairfax, Virginia 22030  
 (703) 877-2000

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

**McCaskill for Missouri 2012**

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally-qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

**Michelle Sherod**

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

Friday, July 27, 2012

Date



Signature

***To Be Signed By Station Representative***

☐

Accepted

☐

Accepted In Part

☐

Rejected

Signature

Printed Name

Title



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